

Contact your Regional
Marketing Manager:



2005 Magazine Advertising Co-op

You can save 15% - 64% below rate card by participating in the Indiana Office of Tourism Development's Cooperative Print Advertising Program. The Indiana Office of Tourism negotiates bulk space ad rates and then subsidizes each publication further; spending more than \$300,000 each year to make sure that Indiana advertisers receive the lowest rates possible. Ultimately, the savings will allow you to advertise more and help increase the State of Indiana's marketing presence in the Midwest. To participate, contact your Regional Marketing Manager above.

PUBLICATION NAME:	AAA HOME AND AWAY – LOUISVILLE EDITION
DESCRIPTION:	Published for and delivered to American Automobile Association members in the Louisville metro area. Features travel stories on U.S. and foreign destinations, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, plus articles for people "on the go," including travel agency details and information.
CIRCULATION PER ISSUE:	221,000
AUDIENCE:	Skews Female. Median age is 55 years old. Household Income is \$56,000. 27% have children between the ages of 12-16 years old.
GEOGRAPHICAL AREA:	Louisville

2005 ISSUES:	March/April	May/June	Sept/Oct *
TOTAL PAGES AVAILABLE FOR INDIANA CO-OP AD:	1 page (6 units)	1 page (6 units)	1 page (6 units)
SPACE AND MATERIAL CLOSE:	MON, NOV 14, 2004	MON, JAN 10, 2005	MON, MAY 16, 2005

(Your contract, artwork and reader service form must be received by your Regional Marketing Manager for each issue by the date listed above.)

2005 PARTICIPATION POLICY

All advertisers submitting the required materials by the Space and Materials Close Dates are guaranteed placement in this publication. However, advertising space within the Indiana banner co-op section is available based upon demand. If demand is high, it is possible that the Indiana banner section space may fill completely before closing dates. If demand is low, it is possible that the Indiana banner will be cancelled. In either case, ad submissions will be placed outside of an Indiana banner section in the publication at a net rate of \$1,136.61 per 1/6 page, if the advertiser desires.

1/6 PAGE UNIT AD NET RATE PER ISSUE:	\$ 966.00	1/6 PAGE NET RATE ON RATE CARD: \$1,423.00
		TOTAL SAVINGS OF: 32%

READER SERVICE: Fill out the Indiana Print Advertising Co-op READER SERVICE FORM and submit with contract and artwork to your RMM.
THERE IS NO ADDITIONAL CHARGE TO RECEIVE LEADS IN THE METHODS OUTLINED ON THE READER SERVICE FORM.

* This insertion is subject to change due to potential state budget revisions that could impact insertions that run after June 2005.
Advertisers will be notified of any revisions before those insertions' deadlines.